

# *The* **QUILL**



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**Annual Convention**

**Place: Manhattan, Kansas**

**Time: Oct. 15, 16 and 17**

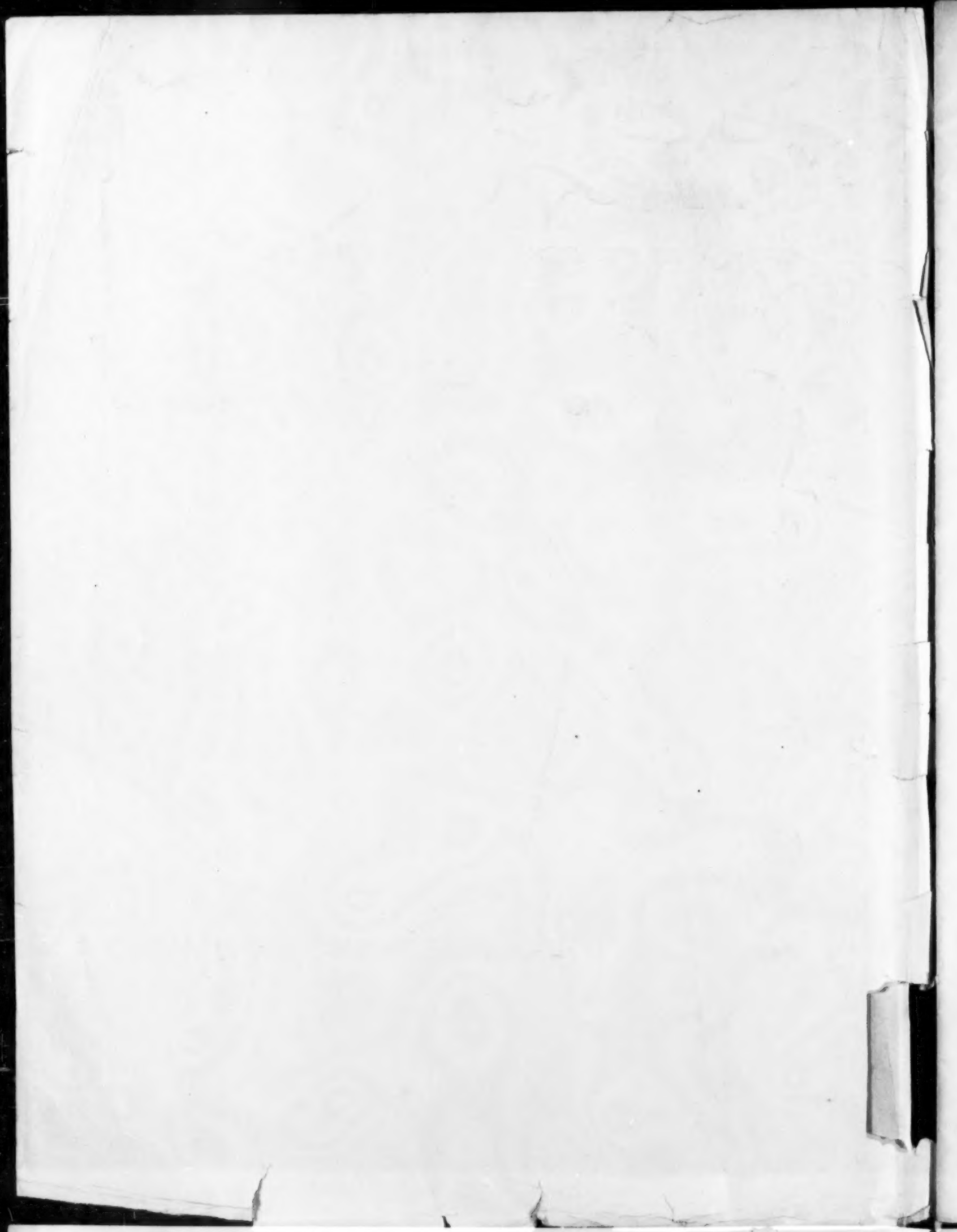
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**OCTOBER, NINETEEN-TWENTY-TWO**

**Volume Ten**

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# THE QUILL

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## ACTIVITIES OF THE CHAPTERS

BY T. HAWLEY TAPPING

*National Secretary of Sigma Delta Chi*

Guaging of excellence or chapter activity by a national officer, who must rely upon correspondence almost entirely for his information, is not always an accurate science. An aggressive and energetic corresponding secretary of only an average chapter is able, through his careful attention to the requests of a national officer, to make his chapter stand out as one of the leaders in the fraternity. Conversely, an indolent corresponding secretary can discount completely, in the mind of that same national officer, the good work actually being done by his chapter on its campus.

For instance, only sixteen chapters of the fraternity last year qualified on the national secretary's records as industrious groups with a manifest desire to show accomplishments. Sixteen out of thirty-eight chapters were all that today hold what could really be called satisfactory records with the office of the national secretary. And yet it is certain that a far greater percentage of that thirty-eight were really establishing records on their respective campuses. The showing the sixteen made, merely means that the corresponding secretaries, and the officers and faculty men of those chapters, were intent on establishing strong and effective relationships with the national organization.

Those sixteen which really belong on a sort of national secretary's honor roll are Depauw, Michigan, Denver, Wisconsin, Iowa, Oregon, Oklahoma, Stanford, Kansas State, Maine, Beloit, Minnesota, Western Reserve, Grinnell, Colorado and Oregon State.

All of which would lead to the conclusion that a chapter must have a strong corresponding secretary and watchful officers that its real worth may be brought positively to the attention of the whole fraternity. It is safe to say, from information gathered from all sources, that Sigma Delta Chi's active chapters and the fraternity's alumni are today showing an energy and a spirit of ac-

complishment, which can promise nothing but real success for the future. On the campuses carefully outlined programs of activity have been aggressively carried out and among the alumni a spirit of loyalty, both to the fraternity and to its individual brothers, is serving to place Sigma Delta Chi to the fore in the profession. Newspaper "shops" where the badge and key of Sigma Delta Chi is displayed on more than one editor or reporter are becoming more frequent, with the consequent feeling of fraternal strength and responsibility.

Upon the national secretary the fraternity side of Sigma Delta Chi is perhaps more forcibly impressed than is the case of any other national officer. For his chief contact is with the active chapters where the fraternal element is strong in its appeal and in its urge to action. The action of the Oklahoma convention on secrecy does not seem to have lessened this attitude in the least and it remains today the chief factor in assuring loyal activity for the group.

The demands made upon the national secretary relate mostly to the "mechanics" of the fraternity and these are rapidly increasing, indicating a healthy growth within the fraternity. But a real attempt has been made in the last ten months to obtain from the chapters detailed accounts of campus activity in order that the national secretary may better gauge the worth and status of the groups. The result has been, on the whole, satisfactory.

For instance, Michigan, Knox, Wisconsin, North Dakota and one or two others have gone to considerable effort to acquaint the national secretary with the work they have done in promoting and staging conventions of scholastic journalists. As a result the national secretary is convinced that this work is perhaps the most important single accomplishment to record in the fraternity's current history. Perhaps other chapters have joined in this work. If so, their

omission from the list is due only to the fact that they failed to impress their accomplishments upon this one of the national officers.

Iowa State, in spite of its failure to comply with some of the requests of the national secretary, has established a good record with the outstanding feature the publication of a chapter magazine. This magazine is labelled the Sigma Delta Cry and marks a real attempt to link the active group with the alumni. Nebraska and Minnesota have also indicated leanings that way but have not yet gone as far as has Iowa State.

Ohio, Cornell and Illinois, somewhat lax in careful attention to administrative details as regards their correspondence with the national secretary, have informed him of their real success scored through gridiron banquets. Many other chapters have used this type of activity with unusual success, proving that this distinctly journalistic "stunt" is worth universal adoption in the fraternity.

Among matters of administrative detail which should be of interest to the fraternity are the suspension of Virginia and North Carolina chapters in accordance with the action of the Ames convention. These chapters still are in a position to raise the suspension by clearing up their fraternity obligations, though as yet they have failed to manifest that inclination. Colorado, by virtue of real effort and a showing of pleasing fraternal enthusiasm, has placed itself in a position to re-establish itself in the fraternity. There is every reason to expect that the last cloud will be lifted from its name before the opening of the Manhattan convention next month.

The chapters in the smaller colleges are facing different problems and conditions than those met with in the universities. In the former there is a tendency to postpone pledging until late in the college course when the prospective

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## SOME OBSERVATIONS

BY BENJAMIN H. REESE

*City Editor of St. Louis Post-Dispatch*

(Mr. Reese, one of Missouri's most widely-known newspaper men, is city editor of the St. Louis Post-Dispatch. His article dealing with reporters and news is of particular interest, not only to those preparing for newspaper work but those already in the profession.)

A most serious blackmark against the newspaper today is the practice of some newspapers in sending unqualified men and women on important assignments.

Confidence in the accuracy and intelligence of a newspaper staff is greatly to be desired. And yet this confidence is undermined for all us by the mistakes of an alarming number of unthinking newspaper publishers and editors. To illustrate:

During Walker D. Hines' tenure as Director-General of Railroads, he was approached in San Francisco by a young reporter, whose opening question was:

"Mr. Hines, will you tell me why you are for government ownership of railroads?"

Hines looked at the young man and said that he could not tell him why he was for government ownership of railroads, nor anything else, and excused himself from an interview.

Now that San Francisco reporter was not qualified for that assignment, because he was not aware that Hines frequently had publicly announced himself as opposed to government ownership of railroads. One might properly venture that all this happened in San Francisco, and ask what it has to do with the St. Louis press, or the press of any other city.

Well, shortly after, Mr. Hines came to St. Louis to address the Chamber of Commerce. A Post-Dispatch reporter, upon approaching Hines, through his secretary, was told that his request for interview would be compiled with, inasmuch as a news report he had written of a speech by Hines the day before showed intelligence of the subject. In that connection Hines' secretary said that Hines, as well as many other public men in Washington, were growing shy of newspapers, particularly in cities other than Washington, because they were finding that the newspapers were, more and more, sending unqualified men to talk to them. They feared to discuss a topic with an uninformed reporter, and confined



*Benjamin H. Reese, City Editor of the St. Louis Post-Dispatch.*

themselves to giving out typewritten statements of their views. Even our own Senator James A. Reed recently has shifted into the multiplying ranks of those who insist on having it in writing.

### **Fault Lies With the Publishers.**

Public men, as we know, are in more frequent contact with the press than citizens in private life. Let us consider why they can trust interviewers in Washington to quote them correctly and handle the subject intelligently, and why they

are beginning to shy at newspaper men and women in other cities. Surely this is an indictment of the press that challenges the closest attention of publishers and editors!

Our Washington correspondents are chosen for their exceptional general knowledge of public affairs and politics, personality and accuracy being considered. They are among the king-pins of our game. We would not think of sending an unqualified man to see Hines in Wash-



ington. Why should we send one to interview him in San Francisco, or St. Louis, or New York, or Chicago?

Who is at fault?

And where is the remedy?

Fault rests with the publishers, or with the editors—with the publisher if he fails to provide the wherewithal for an efficient, intelligent staff; with the editors if, possessed of an efficient staff, they fail to exercise the good judgment to see that it functions with maximum results. Rather would I disregard an interview upon an important topic than send someone not truly representative of the greatness of the paper and qualified to write intelligently upon the subject. For a report, if inaccurate, brings a sneer to those familiar with a topic under discussion, and they remark:

"If this is a sample of this paper's accuracy, why waste our time by reading further into its columns."

Now for the remedy:

First, the publisher must supply the appropriation for an efficient staff. A publisher jealous of the good reputation of his newspaper will not be remiss in this.

Second, the careful selection of a staff, with a constant weeding out of those proved unfit.

What qualifications should be considered in selection of a local staff. In order of importance, in my judgment, they are: Educational foundation, talent for writing, accuracy and thoroughness, personal appearance, judgment, energy and age.

Let us review the reasons for such exacting qualifications.

**Educational foundation:** No man should have a tryout who is not, least, a graduate of a high school, and preference should be given a university student or graduate. Others come under the category of those entirely too shy in primary equipment. If they haven't been able to master the problems involved in getting through high school they won't do much toward additional broadening of their intellectual faculties. And when we take on a high school graduate he must show that he is a reader and thinker, trying to cover the ground lost through failure to complete a university course. And do not think your period of study ends with a cap and gown from these halls. It only has begun. We learn something new every day.

#### **Talent for Writing Needed.**

Talent for writing! Given a natural talent for writing, style and brevity can be developed under proper direction. In this connection it is pertinent to point out that long ago we ceased employing reporters who have only a "nose for news"

and no talent for writing. It is true that a "nose for news" is a valuable asset to a newspaper. But it is not valuable to the reporter possessing it, if he lacks talent for writing, for he is under a financial limitation that will prove burdensome as he reaches advancing years. There is a limit in salary for a man or woman with only a "nose for news", but there is no limit for a man with a "nose for news" and excellent talent in writing; especially those who can practice condensation at the source, where it should be found, with the writer, and not with the copy editor. The ones who do the writing, next to the executives, are the ones who get the money.

**Accuracy and thoroughness:** Without these prime essentials a person with a "nose for news" and talent for writing—no matter how fine—has no place on a newspaper staff. Accuracy always is FIRST. Thoroughness I define as the ability to answer, in one's story, every question that might reasonably enter the reader's mind. Newspapers with pride take radical steps against perpetrators of inaccuracies. Fakes never should be tolerated. Individuality in writing, if necessary, should be sacrificed for accuracy.

**Personal appearance:** Too much emphasis cannot be placed upon personal appearance. Remember that reporters are on duty at the outposts. They come in contact with the public. From this contact the public forms an indelible impression of the newspaper. If the reporter has a pleasing personality, is neatly dressed, displays an intelligent grasp of the situation in hand, the impression fixed upon those of the public with whom he comes in contact is a favorable one, which spreads by word of mouth, redounding to the newspaper he represents. Picture the opposite—a reporter slovenly in appearance, unattractive in personality, unable to grasp the subject under discussion. If you were in public or private life, possessed of a story you thought the public was entitled to have, which of the two reporters would you summon to hand a scoop?

**Next, the qualification, judgment:** Necessary to the reporter and writer so that he can eliminate the unessentials in reporting a story, and separate the grain of ideas from the chaff of words in writing a story.

**Energy:** A lazy man never makes an impression upon me. I trust he doesn't with others. Energy is necessary to development of one's mental faculties, to the production of newspaper beats, to the making of a great newspaper. The reporter whose lips curl into a snarl and whose brow wrinkles into a frown, when

pressed with more than one thing to do at a time, soon finds himself on toboggan.

**Age:** There is no hard and fast rule. Twenty should be the minimum for a great metropolitan paper. Big men do not relish trusting their fate with children. I like to get them when they are comparatively young, if they seem capable of meeting the qualifications previously mentioned. We must constantly be on the lookout for young, promising talent, to replace the old as they pass out, having in mind that a newspaper, if successful, runs forever.

#### **The Use of Specialists.**

Criticism of newspapers with uninformed reporters—the ones who are black-marking our vocation—does not apply to the Post-Dispatch local staff. For I make such disposition of the staff as to have specialists on important assignments. When a civic organization began a campaign against impure milk three years ago, the reporter assigned to that campaign didn't know much more about milk than it came from cows and cost 14 cents a quart. But he knew there was a long fight ahead. He read authorities on milk, and talked with them—the biggest in the country. Result, he is one of the best posted men on pure milk in the newspaper business.

This same man found himself assigned to stories of the government barge line on the Mississippi. He read everything available on river service and talked with all the government's experts, until he has become a recognized authority on the river. When the topic is milk or the river this man is on the job. His stories are technically accurate. And he is a specialist in many other lines—a well-informed reporter—a credit to our profession.

Other members of the staff have strong hobbies. Hardly anything comes up that finds us without men well-informed. These fellows are the "first-line" men, comparable to the "shock divisions" in the recent war. Our contemporaries, I feel confident, many times feel the onslaught of this well-informed "shock division". And, too, they are the infallible penetrators of sham.

#### **A Note From Margot Asquith.**

A word about interviewing:

When the noted Margot Asquith was in St. Louis I received from her this note: "Dear Sir:

"I hope you will come to my causerie Tuesday evening, not because I value what I say, but because I would like to tell you personally what a remarkable man you have in your re-

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# REPORTING IN THE ORIENT

BY DUKE N. PARRY

*Supt. for the Far East, The International News Service*

(Mr. Parry is a member of the Missouri chapter of Sigma Delta Chi. He is now in this country on a vacation after three years spent in newspaper work in Japan and China.)



Duke N. Parry, from a snapshot taken in front of the Yellow Temple in Peking.

It is a far call from the police court at police headquarters, Kansas City, Missouri, to the Imperial Court of Japan, in Tokyo. Yet that, in brief, characterizes a jump that is made by the newspaper man who abandons the pursuit for copy in Mid-West America,

and starts out to learn the mysteries of news-gathering in the Far East. It is a work of delights and of disappointment, a time when old ideas of news-gathering are abandoned, and a new and more dignified line of endeavor is substituted for the old time manner of getting the record of the day's events.

To illustrate the vast difference between the two fields of news-gathering one might take the police run on a Kansas City newspaper. There is the press room at police headquarters. Seated at three desks are the reporters of the three chief dailies. There is, of course, the cub, and there is the veteran in big city news-gathering. While the cub is out of the room the veteran retires to return later with a bloody shirt, the blood having been supplied by a slain rooster; the shirt an old one donated by the veteran reporter. It is to be the evidence, for the cub, of a terrible murder which has occurred in "Little Italy". When the cub returns the press room is in excitement. The police department—so the cub learns—is mystified by the murder in a secluded place in the city's most dangerous neighborhood, the murder of old Adam Blunt who for years before had never left his home where a fortune in gold coins had been hoarded.

"You'll be lucky," the cub is informed.

"Young men in the news game always solve the mystery first. You'll probably beat us all." And the game of "fool the cub" is on. The police department and oftentimes the emergency hospital staff joining in the fun, and the cub himself each moment picturing himself as nearer the solution of a "terrible, terrible tragedy".

## Then, in the Orient.

From the police court scene in Kansas City one may move to the Imperial Shinjuku gardens in Tokyo, a private estate of the imperial family where each year there meet the diplomats, the men and women prominent in the foreign community in Tokyo, and the newspaper men. It is the Emperor of Japan's formal welcome to the latest arrivals from foreign lands, to the capital of Japan. There is the representative of the chief foreign daily in Japan, there are the correspondents of the International News Service, the representatives of the A. P., the United Press, the larger American and British journals. If those representatives recall the days when they, as American newspapermen, learned the "game" as cubs, they show no evidence of this fact. In high top hats, frock coats, high collars, and swinging canes they are presented to the diplomats of the nations. They view the cherry blossoms of Japan's most beautiful gardens while they await the arrival of the Emperor, the Prince Regent and the Empress. It is a social event of importance in the most important Far Eastern capital and prominent in the group are the dignified representatives of the American press.

In the last three years the importance to America of the Far Eastern news field has increased rapidly. The Shantung controversy which followed so closely upon the Versailles conference, the occupation by Japan of parts of Siberia, the internal fight in China which has caused so much question of China's ability to pay her debts abroad, the California Land bill and the Washington Conference and its results—all these have contributed to make the cable dispatch from Tokyo, Peking, Shanghai, and even Vladivostok, of ever-increasing value on the front page of the American newspaper. As a recent illustration of the change in attitude of American editors toward the Far East may be given the news situation in Peking last April toward the outbreak of

civil hostilities there. Six months before there had been few permanent whole time correspondents of American news agencies or newspapers. All were sending short cables and these only when a situation became of most pressing importance. When the Chinese fighting broke out on April 29, for the first time in the history of Peking newspaperdom every American news agency had a full time man at work on the Peking angle. The Associated Press, the International News Service, the United Press, the Public Ledger Syndicate, all were there, as were the Chicago Tribune, the Chicago Daily News, the Christian Science Monitor, the New York Times, the New York World and others. And traveling correspondents, including Isaac F. Marcossion of the Saturday Evening Post, were either in Peking or nearby, ready to cable their editors regarding the change of events in that far off part of the world. In Shanghai were representatives of the same organizations while in Canton and with the warring Chinese armies were men retained to relay the news to the capital of China.

## Stress on Far Eastern News.

Long before the eyes of American newspaper editors were on Japan, Japan's naval program, her militaristic tendencies and her often reported intention to rule the Orient had caused the press, not only in America, but in Europe as well, to give increasing importance to this particular news center. There, long before Peking could claim such honor, were located correspondents of the great American agencies and syndicates. So, to these lands of strange customs and manners, to that part of the world where the journalist may drink a toast to the crown prince recently returned to Japan—but to drink this toast he must wear the frock coat and the high hat of the diplomat—there is a certain interest in the manner in which news is sought. There is an interest in knowing that there are times when the old reporter's spirit of "never give up the search" must be dropped in favor of courtesy; there is a zest in combatting the international propagandist and a pleasure to many in the acquisition of the new dignity which the Far Eastern news field gives.

To the young reporter beginning the afternoon's work for the Japan Advertiser in Tokyo, for instance, there is, as in this country, a "run". Compare, if you



will the Foreign Office, the American and British embassies, the War and Navy Office, the Tokyo Club, the mission centers, with the general hospital, the undertakers, the police court of the average American city. These latter named places are abandoned. Instead of the good natured telephone girl who tips one off that there has been a "triple murder in the lower west side", one meets the pompous gentleman who gives the information that "the foreign minister, in answer to interpellations in the Imperial Diet (Congress), has expressed himself as well pleased with the progress of the withdrawal of Japanese troops from Shantung." In one we have the positive statement of a news fact; in the other there is a hint of a fight in the Japanese congress regarding the complete withdrawal of the Japanese forces from the leased territory of Shantung. But here is a source, at least. To trace the truth of the statement and its significance, the American reporter or correspondent might next seek an interview with the Minister of Foreign Affairs, he might request information, if any were available, at the American Embassy, or he might seek the expression of opinion as shown by the Japanese press. Here, too, is a never-failing source of news. There are, in Tokyo, vernacular dailies which are increasing each year in the accuracy and completeness with which they present the news. Oftentimes it is possible, by translation furnished by Japanese assistants, to get at the heart of a most important story, and then, by the fact that these stories have been published in part by the Japanese press, get complete facts from the Japanese officials. At the time of an important event in international relations involving Japan, the correspondent in Tokyo cannot fail to seek the translations from Japanese newspapers.

#### Where Courtesy Pays.

The matter of being baffled because of the need of courtesy to certain sources has been mentioned. That applies in the United States to some extent, but not to the extent that it does in Japan. One may have as an excellent news source, a count or baron, one whose life work has been with the service of his Emperor and his country. A story may break which criticises the Imperial family or makes some indiscreet reference to the members of that family. In such a case a single indiscreet question by an American correspondent has been known to close the door of a prominent man of affairs in Tokyo to that particular correspondent. Where the reporter in the American city would have been excused for his bluntness on the ground that he had the "true

reporter's instinct", he could not be excused in Tokyo, because he had violated that highly important rule which demands that the feelings of the person who becomes the source of news must be considered at all times. In this list of subjects dangerous to the future success of the American news-gatherer may be mentioned the Imperial family—first of all. On one occasion a reporter who took a snap shot of the Prince of Wales pulling a rickisha in Japan "lost favor" with the official representative of the Japanese, "because he printed the picture of the Prince of Wales, thereby encouraging improper democracy toward Imperial family members, on the part of the common people."

There is the matter of propaganda. Few news men who worked at the Washington Conference failed to realize that out of the Orient can come masters of the art of "dished-out policy news". Even in Japan, where newspaper making and news giving has progressed to a civilized state one may meet the propagandist. But it is in China that one encounters the great army of propagandists. Propagandists, as we know, are newspapermen and statesmen hired by one particular political party, or even by a nation, to do all possible to see that only favorable news is printed. It was said by one newspaperman in Peking not many years ago that the average American correspondent, on arriving in Peking, might name his price and he would be paid at once by some political party, to espouse the cause of that particular section of the government. That is one of the chief reasons for alertness and discrimination on the part of the American news-gatherer in China.

In Peking, as in Tokyo, there is the legation, the foreign office, the cabinet and the club. At the foreign office the correspondent is received by a representative of the foreign minister, each Friday at noon, and after liveried "boys" have passed cigarettes and cigars, lighted them carefully, passed the refreshments, the news man settles back in his chair to hear the record for the week of the foreign minister's office. Let us look at the diversions in Peking political circles which made news-gathering there a matter of sifting for facts, even as late as last August.

#### Conflict in News Sources.

The foreign minister disliked the representative of the remainder of the cabinet. His news covered one angle, omitting others. Also it might be in direct opposition to the news as given out by the cabinet representative. Representatives of the two rival warlords, Wu Pei-fu and Chang Tso-lin, were in the capital, and their news was oftentimes contradictory.

There was the legation which was believed to favor Chang Tso-lin, the one that was "known to favor Wu Pei-fu", and there was the American legation which was supposed to supply reports with absolute fairness. It must be said in fairness to the American legation that the reports obtained there were more often correct than were those of any other place in Peking. But during and immediately following the Chang-Wu warfare it was difficult for any but a veteran in the Far East to know on first glance the propanada from the news, the Wu Pei-fu news, the Chang Tso-lin, or that which later might prove to be the work of the representative of Sun Yat-sen of Canton.

At the very height of the struggle between Chang Tso-lin and Wu Pei-fu for the control of North China a story reached Peking to the effect that General Wu Pei-fu, chief hope of the Wu faction had been killed while leading his men in a gallant charge. The story seemed untrue, but it was verified in some places and one news agency carried it as a partially confirmed rumor. The next day the tide of battle changed and General Wu Pei-fu was at the gates of Peking with a victorious army. The report of his death had enacted from the headquarters of Chang Tso-lin, near Tientsin, China, and the charge was made that a foreign propagandist, in the employ of Chang had deliberately put the false story into circulation, with no other idea than the destruction of morale in the ranks of General Wu Pei-fu. Here was a story printed on the front page of many a New York paper. But the correspondent who cabled it merely as an "unconfirmed, improbable rumor", believed to have come from the camp of General Chang Tso-lin received cabled congratulations from his news organization in the United States. The old caution of accuracy had served him well.

#### Propaganda Elsewhere, Also.

It is not the Chinese alone who may be held to blame for propaganda in Peking. Each day more emanates from the representative of Chita, or the Far Eastern Republic, a section of Siberia where a modified form of communism is in practice, a news report which gives the news from Russia and Siberia, in a distinctly and practically admittedly biased way. From another source, the Rosta Agency sends out free of any charge a news report which presents the news from the angle of the Bolsheviks at Moscow. Thus Rosta and Dalta, two so-called news agencies, supply the correspondent with news from Russia and

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# THE WASHINGTON CORRESPONDENT

BY CHARLES G. ROSS

*Washington Correspondent of the St. Louis Post-Dispatch*

(Mr. Ross, after several years of newspaper work was a professor of Journalism at the University of Missouri. He is now Washington correspondent of the St. Louis Post-Dispatch.)

A learned French society once offered an award of 300,000 francs for the best treatise on the elephant. The contest narrowed down to four contestants—an Englishman, a German, a Pole and a Frenchman. Each was given three months in which to prepare the essay. The Englishman went off to South Africa, spent his time in hunting elephants and on his return wrote a snappy little work entitled "Hunting and Trapping the Elephant in His Native Haunts." The German went to the British Museum, pored over every available volume, ancient and modern, on the elephant and turned in at the end of three months a ponderous scientific tome entitled "Some Observations Preliminary to an Investigation of the Habits of the Elephant." The Pole locked himself in his rooms at Warsaw, shivered and stared for the allotted period and came out with an historical work, "The Elephant and the Polish Problem." The Frenchman went to the zoo in Paris, dawdled along the boulevards, and after three months handed to the committee a beautifully written work, "The Elephant and His Loves."

Thus differently does the same subject appeal to different minds.

The work of the Washington correspondent may be talked about from many angles. If David Lawrence, that remarkably successful young writer, were called upon to tell of the job of news gathering in the capital, he would deal with the subject from the point of view of the one-story-a-day-man. "Dick" Oulahan of the New York Times, that young-spirited old-timer of the Washington corps, would-and-tell of the work of directing a large staff of men composing a Washington bureau. Herbert Walker would describe the work done by a great press association at the capital. Louis Seibold, formerly of the New York World, now of the New York Herald, one of the keenest political writers of this country, would, if you could gain his confidence, tell of a roving assignment that takes him from South Africa to Tokio, from Paris to Washington. Roy Roberts of the Kansas City Star and Mark Goodwin of Texas, might discourse, if you could break down the barriers of their modesty, on the deserved success that they

have won in the field of work that is usually connoted by the term "Washington correspondence." I mean the work that is done by the reporter who, singly or with the aid of one or two assistants, serves his paper in the double capacity of news gatherer and news interpreter.

## The Special Field.

I shall deal mainly about this special field, because it is the one that I know best.

With the three big news associations and some smaller specialized bureaus combing Washington with a fine-tooth comb, it might seem unnecessary that any paper should go the expense of maintaining a special correspondent on the ground. Yet virtually every big newspaper in the country finds it to its advantage to have its own man at the capital.

There are two main reasons for this. One is that Washington, quite apart from the big general news of the day, the news that interests all readers, yields also a vast amount of news that is of interest only to one section, or one state, or one city. This news, we call, roughly, local news. An announcement that the government was about to add eleven new barges to the Federal line on the Mississippi River would have no significance for New York or Seattle, and would be boiled down by the press associations, if carried at all, to a scant three or four lines, but to the shippers of the Mississippi Valley it would be important news. The Minneapolis or the St. Louis or the New Orleans correspondent in Washington would handle the announcement in a special dispatch commensurate in size with the importance of the news in his locality.

Washington becomes more and more the center of local news of this kind. That is because of the growing federalization of our government. We may not like the undoubted tendency on the part of the national government to take over powers that were once exclusively possessed by the states, but since the condition exists the newspapers must meet it. So many interests peculiar to a given locality have a Washington angle that the work of the national capital has become, in a sense, a necessary adjunct of the work of the local room. In my own organization, there is no one with whom I am in closer telegraphic touch than the city editor.

A typical sheaf of telegrams from the home office would tell that a St. Louis

politician is coming on to see about a matter of federal patronage; would suggest an interview with Henry Ford, on a visit to Washington, regarding his plan for utilizing the great power resources of the Mississippi River; would ask of news of a War Department plan to build up a great ballon center at Belleville; might suggest, perhaps, that it would be a fine thing if the correspondent could manage to get a few exclusive words with a prominent private citizen of S street, Washington, on matters now agitating the Missouri electorate.

It might, I say, suggest that Mr. Wilson be interviewed. That would be, indeed, a proper suggestion, for I can think of few greater news stories that might be written today than an interview with Mr. Wilson. But it is, alas easier to make that suggestion than to execute it. The correspondent, of course, if he has remained an honest-to-goodness reporter, willing to use his legs and the office's gasoline, and has not become, through long association with politicians, a statesman-reporter—who regards it as his chief function to sit in his office and interview himself—if the correspondent is still a reporter, he will, of course, try to penetrate the S street portals. And it is conceivable that he will succeed. Somebody someday is going to tackle this job at a propitious moment and carry it through, and those who have tried it and failed will pay him the meed of their admiration and envy.

Oh, yes, of course, we have all tried to "put it over" and we are all on a level as yet. None has got by the outer guard. Mr. Wilson dwells, by choice, on the loftiest mountain top of isolation Washington knows.

## The Publicity Seekers.

Obviously, the correspondent keeps in touch with the congressmen and senators from his state. After a while he may get them "trained" so that they become volunteers on his news staff.

There's a danger that he may even get them overtrained. The average congressman or senator likes publicity—publicity of a certain sort, not the kind that comes from ill-starred nominations—and he may get the idea that the correspondent should make his paper tolls on a half column of matter every time he gets a pension raised. There are some congressmen whom we call publicity hounds. Some even have press agents to keep them advertised.

I have said there are two main reasons

for the existence of the resident special correspondent in Washington. One is the fact that so many local interests head in at the capital. The other is the desirability of having at Washington not only a news gatherer, but a news interpreter.

The Washington correspondent of the type I have been describing, the most common type, is both a reporter and an editorial writer.

But the stories by the press associations, boiled down as they must be, cannot always give you an adequate idea of the news. The news of a purely factual happening, like a fire, may be told, and is best told, through strict adherence to the rule that a reporter shall give the facts and withhold comment. But there is another type of news, a type that we are seeing exemplified in our newspapers in ever-increasing degree, that needs interpretation for the reader. I refer to the news that deals not so much with material facts but with ideas; the news of tendencies in our political life, of great social changes heaving under the surface of events, of the clash of warring prejudices and beliefs.

Suddenly out of a maelstrom of ideas churning one against the other; out of a turbulence sensed, but unseen, a news event is shot to the surface. A mere account of the visible facts can give the reader but a poor notion of the news. It must be explained if he is to have a proper basis for the formation of his own opinion. To explain as clearly as he can, to interpret as honestly as an always imperfect mental and spiritual endowment will permit, that is the worthy, the fascinating, the difficult function of the special writer.

There is nothing more interesting in the world than a fight, whether it be a dog fight, a great war or a peaceful fight of ideas. Washington, the capitol of the nation, almost, it might be said, the capitol of the world, is the greatest battle-ground of opinions. Every great legislative enactment comes out of a struggle between two schools of thought—comes out, it may be, a poor, battered and useless thing, impotent because of the compromises that went into its making. Behind every vital decision of the Supreme Court—and it is an interesting fact that most of the great decisions have been made by a five-to-four majority—is a story of powerful forces struggling for the mastery. You cannot tell the story of such a law or such a decision of the Supreme Court by merely setting out its terms. The real story lies in the background, and that is the story that the Washington correspondent, as distinguished from the regulars in the first-line news trenches, will try to give you.

### The Work Systematized.

On its practical, mechanical side, the work of news gathering in Washington has been highly systematized. I can touch here but one or two phases.

Twice a week, at stated hours, the accredited newspaper men of the capitol gather at the White House to see the President. Just before he was inaugurated, the President, in talking with a group of newspaper men, told them that however much they might differ with him in their political views, he would win them by courtesy to an understanding of his position. And he has lived up to that promise. His courtesy is unfailing.

We gather, fifty to one hundred men and women writers, in the President's office in the White House, a big circular room in the wing built by Roosevelt. The President is found standing behind his flat-top desk. We arrange ourselves in a semi-circle before the desk a dozen deep. It is the rule that questions must be submitted in writing. The President first gives, on his own motion, some account of the Cabinet meeting of that day, then takes up the questions that his secretary has put on his desk. He reserves the right to lay aside any question without answering it or referring to it. That is for his own protection—a well-justified measure, when one considers that even the refusal of a man in the President's position to discuss a topic broached to him might have some significance. As the President would himself say, his silence might be "used against him". It was that same consideration that caused the President to substitute the written questions method for the oral. He makes this concession: that when he indicates his willingness to discuss a topic by answering a written question, further oral questions bearing on the same subject may be put to him.

But rarely does the President totally ignore any legitimate query. He is a newspaper man himself, knows the needs and wants of the newspapers, and gives the impression of doing his best to serve his fellow craftsmen. The trite adjective "human" has often been applied to him. I can think of no better. He is a human, likable man. Sometimes he digresses from affairs of state to read us, gently, a little lecture on newspaper work as he sees it. I think there is nothing he would rather talk about than the making of a newspaper.

### President May Not Be Quoted.

Nothing that the President says may be quoted as coming from him without his express consent. That is a confidence that is never violated. The information that the President gives, however, may be used either on the writer's own au-

thority or as emanating from an authoritative source. It forms the basis, on Tuesdays and Fridays, of some of the most important news articles from the national capitol. Even though the President's conference may yield no so-called "spot" news, to be flashed out immediately on the wires, it is certain to give the special writer a helpful background of information as to the attitude of the President.

Washington, it is often said, is a city of magnificent distances. During the recent arms conference some clever phrase-making writer christened it a city of distant magnificences. That, like a great many phrases that tickle the ear, is more picturesque than true. The great and near-great of Washington are, as a rule, readily accessible when one has a legitimate news errand. The nearer they come to greatness, greatness of mind or of rank, the more likely is this to be true.

I have spoken of the approachability of the President. Most newspaper men would agree with me that Mr. Hughes and Mr. Hoover make up, with the President, the three big outstanding figures of the administration. These H's are the heavyweights that counterbalance, to a degree, a certain element of lightness in some quarters. Like Mr. Harding, the others of the triumvirate are frank, sometimes astoundingly so, in their dealings with newspaper men.

To attend a Hughes' Press Conference is an intellectual privilege. I have never talked with a man with such a remarkable faculty for simplifying an obtruse proposition. He would be a dunce, indeed, who would misquote Mr. Hughes. Hoover has a wonderfully orderly mind. It shoots out facts and figures, on any subjects in which he is interested with the precision and rapidity of a machine gun.

A final word, don't become a statesman-reporter; remain in a reporter, and if you are a good reporter, whether in Tombstone, Ariz.; or Washington, the greater reward of the profession which is that satisfaction that comes of being a fighter, if only an humble one, for tolerance and truth, against prejudice and deceit and sham—that great reward will be added unto you.

### WELL-FILLED TREASURY AT AMES CHAPTER

Chi and Theta Sigma Phi, the Ames chapter closed last year with its treasury well filled, a fact which makes possible a larger sphere of activities this year. At the last regular meeting last year, the members of Sigma Delta Chi at Ames decided to publish a book of college songs for distribution among the students this fall.



# DEFECTS IN REPORTING

BY MARVIN H. CREAGER

*Managing Editor of Milwaukee Journal*

Reporting is the most important part of newspaper work. In fact, it is pretty nearly all there is to newspaper work, for the handling of stories after the facts have been assembled and sifted is more or less a matter of form. No matter how imposing an editor or a desk man may feel, he is helpless unless he has facts to work with and facts are obtainable only through reporting.

Defects in its reporting, then, are weak spots in the very foundation of a newspaper. No newspaper permanently can be stronger than its reporters and to earn the rating of a topnotch reporter is to reach the highest rung in journalism.

Merely to sketch through all the defects in reporting would require a volume. There always has been and always will be such weaknesses a lack of a "nose for news", atrophied sense of observation, inability to size up news sources, dearth of resourcefulness and inadequate supply of good, horse sense. These several weaknesses are discovered early in a journalistic career and should be the signal for change in profession. It is to the defects peculiar to modern reporting that this article is directed.

## War Had An Evil Effect.

During the World War with space tight, battle news prolific and men scarce, local reporting naturally was neglected. It was so far neglected that it very nearly became a lost art. Promising youngsters were drafted for desk work without having first been grounded in news gathering and reporting came to be looked down on. The newspaper recruit who didn't have a title of some kind after a few weeks became restless.

With space now increasing and wire reports dwindling in importance, the need of active reporters is felt more and more. Syndicate features have been called to the rescue, but ready-made newspaper material can no more take the place of home-made reporting than can bakery pies fill the place of ones that mother used to make.

So newspapers now find themselves, largely through the fault of their own systems, bountifully supplied with edi-

of experience. Young men in the profession are given too much to theory and too little to practice. They have not been around enough. They lack the knowledge that comes with contact.

The most interesting newspaper stories are those that have to do with the emotions and reactions, the trials and triumphs of our fellow men. No one can write of those things without knowing of them at first hand. He must be there and get the homely details. Details are what

count—not a long catalogue of unimportant facts but a few concrete things that take hold of the reader's imagination and limn a character as Dickens set forth his Scrooges and Pecksniffs and Silas Weggss and Uriah Heeps. A picturesque expression, the cut of a coat, the color of a tie or the cast of an eye often is all that is necessary to describe a character more vividly than a long paragraph of generalities. But contact and experience alone enable a reporter to pick out these all-powerful details.

Too few reporters today have had experience enough to recognize them and assess their worth.

Another failing is too sparing use of questions. Newspaper making has been speeded up to such a degree that reporters are prone to touch only the high spots and not take time to go to the bottom. This again is the failing of the system rather than of the individual. To gain a few minutes in the time of getting on the street, newspapers often sacrifice the details that make a story stand out. The constant pressure for speed discourages close questioning and reporters are find-



*Marvin H. Creager, Managing Editor of the Milwaukee Journal.*

tors but short of things to edit because of shortage of experienced reporters.

First-class reporters cannot be developed over night. Long apprenticeship is necessary to train a beginner in the importance of accuracy, to sharpen his power of observation and to school him in relative values. Weeks or months are not sufficient. It takes years to make a real reporter for he must learn to meet quick-changing conditions, to use his head as he runs and he must learn human nature through contact with every phase of human life from bum to bishop.

## Many Lack Experience.

The outstanding defect today is lack

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## A NEOPHYTE'S SUGGESTED RITUAL

The Oklahoma chapter of Sigma Delta Chi has for some time required of its pledges the performance of a task of a journalistic nature as a prerequisite to initiation. For the initiation of May, 1922, one of the pledges, Vinson Lackay, who is now teaching journalism in the high school in Frederick, Okla., was asked to prepare what he would consider an appropriate ritual for Sigma Delta Chi. The ritual which he wrote was composed, of course, without any knowledge of the true ritual of the fraternity.

### The Ritual.

**Setting:** The members are seated around the walls of the chapter room. At one side of the room is the City Editor's desk, at the opposite side, the Managing Editor's desk. Facing the latter, but far enough from it to allow room for the chair provided for the Novice, are the chairs of the three Desk Men, who expound the meaning of the fraternal symbols.

**Parts:** Legman, who acts as guide and conducts the Novice to the several stations; Copy-boy, who guards the door to the chapter room; City Editor, who asks the preliminary questions; First and Second Reporters, who echo the Novice's answers to questions; Managing Editor, who conducts the later examination and introduces the three Desk Men, who explain the symbolism of the fraternity badge.

### Action.

(The Legman brings the Novice to the chapter room and kicks the bottom of the door as a signal to those within.)

**Copy-boy:** Who standeth outside in the rain?

**Legman:** A tired legman, who bringeth with him an applicant for admission to the noble staff of the Scribblers of Daring Chronicles.

**Copy-boy:** What ho! Another knave presumes to claim he is a scribe! Hold him under the dripping eaves while I ascertain the will of the brothers. (Legman lets water drip slowly on the neck of the Novice while he waits.)

**Copy-boy** (after two minutes): The attention of those who labor in this room has been secured. They have agreed to lay aside their tasks and hear the plea of this presuming tyro who craves their good company. Doth he agree to act with due humility?

**Legman:** He doth!

**Copy-boy:** Then let him enter. (The Legman and the Novice enter and advance about three paces, when the Copy-

boy intercepts them by prodding the Novice in the stomach.) But halt! He hath not the bearing of a scribe, neither hath he the earmarks of one who doth the wily scoop pursue. Prepare him for the interview! (The Legman causes the Novice to assume a stooped position, roll his trousers to the knees, pull out his shirt-tail, don a pair of large overshoes, remove his coat and put on a green eye-shade. Having armed the Novice with a pad and pencil, the Legman leads him to the center of the room and halts him before the city desk.)

**City Editor:** So this strange creature is the best that you could find, good Copy-boy—the best that you could find, our number to augment?

**Copy-boy:** 'Tis not of my own doing, my good sir. I pray you question this our Legman here, and vent our wrath on him.

**Legman:** I trust, good sir, thou wilt not think me bold, or that mine eyes have failed me in this thing—but this good man did such a tale unfold that I am quite resolved his praise to sing. I pray thee question him.

**City Editor:** That thing I'll do! Now thou, Apprentice, hark thee well and see that thou attendant what I ask thee. Upon my heart affix thy hand and close attention give. (Speaking slowly) Tell me, dost thou, thyself, engage to add thy name unto the list of those who, for a meager wage that scarce allows them to exist, devote their time to talks of crime and raids on makers of home-brew? Give answer, please, on bended knees. The answer is, "I do!"

**Novice:** I do!

**First Reporter:** You do? By what authority?

**Second Reporter:** Quoth who? Who gave this news to thee?

**City Editor** (rapping): We must proceed. Now, Novice bold, give me thine oath that, if the cold, bare feet are not good reading, thou wilt fake a yarn, no matter how thou needst must lie—So young and old will pay their gold till the entire edition's sold? Dost give thine oath, O Novice bold? The answer is, "I do!"

**Novice:** I do.

**First Reporter:** You do? By what authority?

**Second Reporter:** Quoth who? Who gave this news to thee?

**City Editor** (rapping): We must proceed! Dost thou insist that, shouldst thou see a maiden kissed by someone

else's am'rous spouse, then thou wouldst run and rob her house and his, in order to obtain their likenesses? Dost thou maintain that thou wouldst do thy best to stain their names, and drive their friends insane and give them grounds to sue? The answer is, "I do!"

**Novice:** I do!

**First Reporter:** You do? By what authority?

**Second Reporter:** Quoth who? Who gave this news to thee?

**City Editor** (rapping): We must proceed! (Rings a gong) Thou hast sworn these things, stand up! And now, I pass to thee this cup—(Hands Novice a cup filled with grape juice and quinine). It is the cup from which all men who earn their shekels by the pen and, seeking gold, write lies, perforce must drink. (Novice is made to drink.) Drink deep! It's name's Remorse! Ah, 'twas sweet, nor will it be when, years from now, it comes to thee, unless the future years shall see a change in thy rank policy! . . . . . O page, bring out the diadem and polish every fading gem! (Takes wastebasket and hangs it over Novice's head.) Gadzooks! It seems thy head belongeth in this crown! Methinks that thou wouldst prosper in some country town! (Enter Managing Editor, who, taking a seat at his desk, raps loudly until laughter subsides.)

**Managing Editor:** Back to thy tasks, ye knaves! Ye've played enough. Why all this levity, this awful row? Methinks I've found a diamond in the rough! And thou, that standst there, be seated thou! (Novice is seated). Adjust thy garments and that thing remove from thy fine head. I trust that thou wilt prove my speculation right! I now will ask some questions of thee, and 'twill be thy task to answer as thy conscience guides, and then we'll see if thou art fit to wield a pen! (Taps on gong three times.) Thou knowest well, we are a band of scribes who've sworn that we would stand for TRUTH and, guided by that "hand that writes and, having writ, moves on," that we would leave upon the scroll we leave behind, no stain, no toll, against us, when Life's flowing bowl is drunk to dregs—and we are gone! Dost thou desire, good sir, to cast thy lot with us and to become identified with all we shall attain? No matter what the consequences be, dost thou decide that our concern is thine, and dost thou crave to cleave to us through fame or through disgrace, and

(Continued on page 13)

### KANSAS MEN GET SUMMER EXPERIENCE

Practically every member of Sigma Delta Chi at the University of Kansas had some newspaper experience during the summer months. A number of the chapter members worked on large dailies in this part of the country while a few were on smaller dailies.

Elmer Severt, a graduate of the class of '22, and Glick Schultz, a member of the class of '23, were on the staff of the St. Joseph Gazette, at St. Joseph, Mo. Marion Collins was a reporter on the Wichita Daily Times at Wichita Falls, Texas. Joseph Turner was a reporter and did special assignment work on the Kansas City Kansan. George McVey was with the Kansas City Star, as a reporter. Lewellyn White was telegraph editor of Winfield Currier at Winfield, Kansas and Rowland Blank was on the Pawhuska Daily Capital staff at Pawhuska, Okla.

Ben Hibbs as Editor and Chester Shore as business manager, published the Summer Session Kansan at the University during the first session which lasted six weeks. Chester Shaw and Charles Greason did reporting on the Lawrence Daily Journal-World. Still other members of the fraternity worked and were editors of small dailies throughout the state.

C. H. Galloway, a new member of the department of journalism at the University of Kansas this year, is a member of Sigma Delta Chi, from the chapter at Northwestern University at Chicago. Mr. Galloway began teaching here this fall. He is from Iowa, and has had a wide experience on a number of large newspapers throughout the country. Before coming to the University of Kansas he spent a year on the staff of the Chicago Tribune. He is a graduate of Northwestern University. He is filling the vacancy caused by the resignation of Prof. F. W. Dillion, assistant professor in the department last year, and a member of Sigma Delta Chi. Professor Dillion is editing a paper in a small town in Pennsylvania.

### FOUR FROM AMES TO THE CONVENTION

Meeting for the first time in the new school year, Iowa State College members of Sigma Delta Chi transacted business at a dinner held on October 4. Mort Goodwin, president of the local chapter, was elected delegate to the national convention at Manhattan. An appropriation of \$150 was made to defray expenses of members, the money to be divided as follows: Mort Goodwin, \$55; Prof. F. W. Beckman, national honorary president, \$35; extra delegates, \$60, the last to be

divided between as many as wish to go. At least four Ames men will be at Manhattan this winter.

Starting the year in good financial condition, the chapter decided to set aside \$400 as a sinking fund, the fund to be used only in case of emergency. It is assumed that this sum will take care of any emergency that might arise.

In preparation for homecoming day, October 14, the chapter decided to extend invitations to all newspaper editors of the state to be guests of Sigma Delta Chi at the Ames-Missouri game and at a luncheon to be held previous to the game. Preparations are being made to take care of 100 guests.

Brother J. S. Dodds, associate professor of civil engineering, is teaching several classes in journalism for engineers.

Brother L. E. Clapp has been selected to fill a newly created job on the local campus paper, the Student, and is now managing editor.

### SOME OBSERVATIONS BY BENJAMIN H. REESE OF THE ST. LOUIS P.-D. (Continued from page 5)

porter, Mr. Paul Anderson. I have seen a lot of reporters, and some remarkably clever ones, but your Mr. Anderson is a young man of genius.

"Yours in sincerity,  
"Margot Asquith."

Now Mr. Anderson, while rapidly approaching the stage of a newspaper genius, has good company in many others on the Post-Dispatch staff. Margot happened to meet only one. But he was informed—prepared in advance. And prepared by assignment. Two weeks before her scheduled arrival Anderson got the assignment and was told to prepare himself. Being thus forewarned he was keenly conscious of the incumbency upon him to "deliver". Thus, to be prepared, he had to maintain a fairly close knowledge of current happenings and conditions in Europe, and more especially in Great Britain; endeavor to keep abreast of the current literature of Europe, and manage to have some information of the state of society, politics, etc. To this end, Anderson practiced reading the English newspapers and periodicals regularly.

However, extra steps were taken. He had read Mrs. Asquith's autobiography. Now he read it again, noting down, as he did so, certain questions suggested by the book. Furthermore, he read our entire file of clippings on her, including all reports of interviews and lectures given her in this country. This enabled him, to some extent, to avoid covering old

ground, and also to discover and cover what other reporters had not touched. Then he proceeded to analyze the subject and propound his questions. This preparation gave him an immense advantage. For example, he was saved from affronting her—as did one of his colleagues, a woman—by asking her to which political party her husband belonged!

Young ladies may be interested in knowing that both Mrs. Asquith and Miss Alice Robertson, our lonely Congresswoman, dislike women reporters. They so expressed themselves to me personally. I feared to venture into the debate, and the why and wherefore will be left to the determination of others.

In our department of drama and music reviewing, plays available in printed form are obtained and studied in advance. Records of all New York productions and their casts are kept, with palpable effect upon the fancy of the press agent. Operatic scores and orchestral partitures are acquired, whenever possible, and studied at the piano. The numbers listed for piano, violin and vocal recitals are often rehearsed by the critic in advance, and much importance is given to books of reference supplying historical facts concerning the compositions. It is regarded as a truism that the reviewer gets from a concert or play whatever he takes with him.

### Making a Better Newspaper.

I offer a few suggestions toward the making of a better newspaper:

Boil down on press agent propaganda. Print as little as possible of what people want you to print, and as much as possible of what they don't. Then you will have action, not words.

Quote only the views of those high in authority. Some newspapers waste valuable space on interviews with unimportant persons on important subjects.

Get interesting or important news. Discard entirely, or minimize, unimportant and uninteresting things.

Eliminate names of functionaries. When a policeman does a routine thing in line or duty his name should not be permitted to clutter the stage setting for your story. If he makes a good capture, or shoots a burglar, mention his name. It then becomes essential to the story. Strike out the names of public officials, unless the name is essential to the story, or you will find your paper filled day after day with the same names—names of functionaries who figure at news sources—until your readers will tire of reading about the same persons day after day. A dramatist doesn't place a dummy between the spectator and the star. Set your stage as the playwright



does. Give readers the facts, minus the names of policemen, lawyers, judges, and the like, unless they accomplish more than a routine thing.

Never practice deception or concealment for the sake of a readable story. If the story is about a waitress, so identify her in the first paragraph. Then the reader, if not interested, may stop at once. Do not impose upon the reader's time.

Be certain that what you print is in good taste—that it shows mature judgment, and does not smack of juvenile journalism—glaring instances of which I could relate.

A newspaper should be courageous, independent and disinterested. It should not permit the nauseating interference by the business office into editorial affairs.

All the news that is fit to print is not necessarily worth reading.

One does not necessarily have to compete in volume, but should excel in values.

All essential occurrences should be presented in compact, accurate form. Be concerned with facts and action, rather than with opinion or detail. A reader should be quickly, deftly, competently informed of what has happened to the world in the last twenty-four hours. Telling in the fewest possible words what every man and woman wants to know is the triumph of the art of able editing.

Do not confuse virtue with dullness. A paper should be written to read. Be neither ponderous nor self-important. Try to be right, but be not afraid to admit error. Be interested in people and believe in humanity. Be friendly. Have common sense and a sense of humor. Be lively and entertaining—but not childish or foolish.

A newspaper never should be content with merely giving the news. It should constitute itself as the attorney for the people. It should abhor injustice and dare expose it. It should defend the oppressed. Its history should be a catalogue of public services. Its reputation will be founded on the fights it makes against the enemies of the common weal.

Now, in closing, a word of advice to those preparing to enter the profession of journalism. The successful newspaper man or woman is the one whose work is like play; even upon an afternoon newspaper, which the late Lord Northcliffe once so aptly described as "that horrible machine which gives opportunities six times a day for making blunders, for being late and for getting left."

Hervey McCown (Grinnell) is in Spokane, Wash., doing free lance art work. Most of his work is for Syverson and Kelley of that city.

## IOWA STATE CHAPTER PUBLISHES NEWSPAPER

An annual four-page newspaper dealing exclusively with Tau Chapter, Sigma Delta Chi, activities at Iowa State College, has been started at Ames. The first issue is a review of the chapter's career during 1921 and a resume of its intentions. It is the first of its kind in the fraternity.

The Sigma Delta Cry speaks its purpose thus on the first page: "Believing that Sigma Delta Chi has, during 1921-22, carried out a program characterized by service and inspiration to the student life at Iowa State College and the journalistic profession at Iowa; that a permanent record should be made of the year's events; and that the chapter alumni would like to have such a record, the members of the Tau chapter present the first annual issue of the "Sigma Delta Cry".

The originality, evident purpose and genuine fraternal spirit reflected by the publication should make sister chapters proud and a trifle envious of Tau chapter. The paper has much merit. And the activities of the chapter, as described in the sheet, are not only beneficial to the members but to the school as a whole.

Tau Chapter has been efficient. For one thing, it consolidated the two campus publications into one quarterly magazine. The last three issues have been financial successes and it has advanced considerably in its class, under the direction of Mortimer Goodwin. A sale of 3,000 copies an issue enabled Sigma Delta Chi at Ames to finance last year's national convention there and also to establish a sinking fund.

Theta Sigma Phi and Sigma Delta Chi are co-sponsoring the Green Gander magazine of the school. A plan for a monthly publication is now being entertained.

Gold pocket knives, engraved with the Greek letters of the fraternity, were presented to the three members of Tau Chapter who gave the greatest special services to the chapter last year. J. W. Eichenger, Mortimer Goodwin and Fred Ferguson were the members to receive the gifts.

## OKLAHOMA BEGINS WITH 17 MEMBERS

With ten undergraduates and seven faculty members in its membership, Oklahoma chapter begins the university year with what is perhaps the strongest personnel it has had in years. Tully Nettleton, editor of the Oklahoma Daily last year, is president; Harrington Wimberly, assistant business manager of the Oklahoma Daily, is vice-president; Merwin

Eberle, student assistant in publicity, is treasurer; and Prof. H. H. Herbert, director of the school, is secretary of the chapter.

Other undergraduates who have returned are Buff B. Burtis, business manager of the Whirlwind, comic monthly of the university; Joe W. Hicks, correspondent for the Oklahoma News; Ted R. Hofer, associate editor of the Oklahoma Daily; Ed S. Kerrigan, staff artist of the Whirlwind; A. S. ("Mike") Monroney, editor of the Oklahoma Daily; and Guy P. Webb, night editor of the Oklahoma Daily.

Practically all the undergraduates in the chapter were engaged in newspaper work during the summer months, and every one holds an important place in campus journalism this year. The three seniors who completed their journalism courses in June are now active in the profession.

Among the faculty members of the chapter are H. H. Herbert, professor of journalism, Arthur Hallam, new instructor in charge of advertising, Prof. T. H. Brewer, formerly director of the school of journalism, and Fayette Copeland, Jr., publicity manager for the community institutes conducted by the university.

The outline of plans for the year embraces regular meetings twice a month, a smoker for journalism students in the first semester, the Gridiron banquet in April, and work in the campaign for a building for the school of journalism.

## A RITUAL SUGGESTION BY NEOPHYTE OF OKLAHOMA CHAPTER (Continued from page 11)

to let naught our brotherhood erase, but call us brothers to the grave? If what I ask of thee, good sir, be true give answer now. The answer is, "I do!"

**Novice:** I do!

**Managing Editor:** Good brothers, ye have heard what he hath sworn. We're ready for the lectures to be read upon the symbols by each brother borne. Apprentices, listen well to what is said! (Taps on gong three times.)

**First Desk Man:** There is a Scroll on which is writ, each day, the deeds that we commit; and whether they be deeds of malice, good or compromise, they are recorded there. No thing we say, or do, or even think, in any wise is altered there, or changed in any way! The Quill that writes upon it, "having writ, moves on; nor all our piety nor wit can lure it back to cancel half a line, nor all our tears wash out a line of it." (Taps once on gong.) Dost thou agree to wear this



Scroll and Quill upon thy breast, to constantly remind thee that the days when thou didst let thy will control thy acts are, henceforth, left behind, and that thou wilt give proof, by deed and word, that thou hast not forgot what thou hast heard? If what I ask of thee, good sir, be true, give answer now. The answer is, "I do!"

**Novice:** I do! (Managing Editor taps on gong three times.)

**Second Desk Man:** There is a Star that burneth in the sky, and moveth not! Upon it men rely while on the seas, and by it calculate their course. It doth not deviate, in any way, from its position high! We let this Star our purpose demonstrate! (Taps once on gong.) Dost promise, now, that thou wilt ever try its steady character to imitate? If what I ask of thee, good sir, be true, give answer now. The answer is, "I do!"

**Novice:** I do! (Managing Editor taps on gong three times.)

**Third Desk Man:** There is a Lamp that burns, forever bright. And there are those who yearn to see the light that it doth give. This Lamp is ever trimmed and sheds its rays to guide us through the night of ignorance. Its name is TRUTH and RIGHT! We strive that its clear ray may ne'er be dimmed, nor be disguised, by anything we write. (Taps once on gong.) Dost promise, as a brother, to be true to this our task? The answer is, "I do!"

**Novice:** I do! (Managing Editor taps on gong three times.)

**Managing Editor:** These symbols, sir, of which thou hast been told, to us mean much; and these three things we hold in high regard. The Scroll and Quill, the Star and Lamp mean things which we are striving for in daily life! Thou, who has cast thy lot with us, we love—and we'll forsake thee not! (Shakes hands with Novice.) Good brothers, the Apprentice hath been tried, and by his answers he hath satisfied the high requirements of our brotherhood! He's demonstrated here, as best he could, his willingness to his best efforts bend for Sigma Delta Chi, and to the end that she may ever prosper in the land! Come then, ye brothers, and give him your hand!

(All the members approach the new brother and shake hands. He is then seated in the circle of members and the further work of the fraternity is explained to him under the direction of the Managing Editor or the president of the chapter. When more than one are initiated during the same evening, this part of the ceremony may be conducted for all the initiates at once.)

## HELPS JOURNALISM

### DEPARTMENT AT N. D.

The new chapter at the University of North Dakota was instrumental in obtaining expansion of the course in journalism there, according to Lawrence W. Murphy, director. The following courses are now offered with enrollment for the first semester as indicated: Reporting 30; editing 14; feature writing 18; history of journalism 8; advertising 22; psychology of advertising 28; a total of 120. The number interested in editorial work is larger than that of last year. Work in typography and editorial practice is offered in connection with the course in editing. Courses in editorial writing and ethics of journalism will be offered the second semester.

Sigma Delta Chi at North Dakota has been working for more courses in journalism since it began life as a local organization here a year ago. It petitioned the faculty twice last year and members have had several conferences with President Thomas F. Kane of the university. This activity in connection with work carried on through the University Press Club, and other agencies brought about the addition of two new courses this year and a recommendation from the president to the board of administration that more equipment for the department of journalism be provided next year.

The local chapter brought its activities for the spring, following initiation, to a close by taking the leadership in the formation of the Northern Interscholastic Press Association, for high school journalists of North and South Dakota, Minnesota and other adjoining states. The first convention was held at the same time as the North Dakota high school athletic and activity meet in Grand Forks, May 19 and 20, and was attended by forty-five editors, business managers, and faculty advisors. In this undertaking as in others the chapter shared honors with the Press Club and Matrix, women's journalistic society.

The chapter is now boosting a new undertaking, the establishment of a college press association for members of the new North Central Athletic Conference. It will have for its purpose improvement of publications and school publicity. At present members are corresponding for a number of papers which are supporting the new conference.

Honors, which are held by members at present or which were held last year, include the following: Walter Folley, chapter president, was editor-in-chief of last year's annual, the Dacotah, and is vice-president of the University Press club; Paul Samuelson, chapter vice-president, is business manager of The Student

and president of the Press club; Leslie Erhardt, chapter secretary, is news editor of The Student and Editor-in-chief of the annual for the present year; Otis Bryant is associate editor of the annual; Richard Watson, chapter treasurer, is assistant business manager of The Student; Theodore Speiser is a special writer on The Student, and last year was art editor of the Dacotah. John Nilles, formerly assistant editor of The Student and activities editor of the annual, resigned recently from staff duties because of outside work.

The chapter lost three men through graduation: Frances Webb, now superintendent of school at St. Thomas, and a forceful editorial writer on the paper there; Edward Butler, who has been working on the Cooperstown Independent; and Thomas Ennis, who planned to go to the Medill School of Journalism this year. William Powell, who left school on account of illness last year has not yet recovered sufficiently to return.

## NEWSPAPER WORK IN THE ORIENT AS SEEN BY AN AMERICAN

(Continued from page 7)

Siberia, news which, if printed, may cause the charge that he is a paid propagandist to be placed against the young correspondent.

It has been said that this field presents many phases entirely different to the field of news-gathering in the United States. Such is the case, but this does not mean that the alert Japanese—and Japanese are alert—or even the Chinese, who are more or less asleep today, fails to appreciate the value of the western world's "reporter spirit". Side by side at many a club in Peking and in Tokyo, may be seen many nights in the month the young American reporter and his Chinese or Japanese friend who points out the ideas of the Far East in such a way that the westerner may interpret them to his readers. In many cases the Chinese newspaper man has been known to ask us to explain "this thing—what you call it—a whoop?"; sometimes the young Japanese is puzzled by the slang he hears in the office of the Japan Advertiser in Tokyo. But the alertness of his race again appears when after he has learned the new word, he is quick to use it and to teach it to his fellow reporters. While maintaining their own customs and traditions, the Orientals—at least the Oriental newspaper men—have a liking for the ways of the West. And the newspaperman coming out that way can

(Continued on next page)

## ADMINISTRATIVE OFFICERS' MEETING

The meeting of the administrative officers of Sigma Delta Chi, which was held at Ann Arbor, Mich., September 23 and 24, was called to order by President Kenneth C. Hogate at the home of Secretary T. Hawley Tapping. Those present were President Kenneth C. Hogate, Past-President Lee A. White, Treasurer Ward A. Neff, Secretary T. Hawley Tapping and Frank L. Martin, editor of the Quill.

The first session was devoted to an informal discussion on current fraternity activities, which lasted during most of the afternoon. The officers then dined at the Michigan Union.

The coming national convention was the chief topic discussed at the reconvened session, which opened at 6 o'clock on the night of September 23. The middle or latter part of November was agreed upon by the delegates as a suitable date for the convention, this date subject, of course, to the approval of the Kansas State Agricultural College chapter, the convention host. A list of possible speakers for the convention was prepared and President Hogate was authorized to obtain one or two.

In discussing the matter of financial administration, alterations in the present

scheme were determined upon at the suggestion of Treasurer Neff and Secretary Tapping, which are subject to the final decision of the convention.

The question of admitting for membership men studying advertising was discussed and it was decided that the signing of an intent to pursue journalism was the determining factor which should regulate pledging. This decision finally clears up a doubt with several chapters. In some universities it has been the custom to peremptorily interdict the pledging of men studying advertising.

The constitutional provision relative to membership in other professional fraternities was reaffirmed by the delegates as binding upon such men.

Some discussion was held in regard to the establishment of Endowment and Sinking Funds and it was definitely decided to provide for such funds. Of the general fraternity funds \$1,000 were assigned to a Sinking Fund to be carefully preserved for chapter emergencies.

The delegates approved the establishment of a fraternity archives with steel filing cases used to protect the fraternity records and the purchase of necessary equipment was authorized.

Upon the recommendation of Secretary Tapping it was decided to revise and establish the exact chapter membership records.

The problem of editing and publishing the Quill was the subject of a lengthy discussion in which the necessity of frequent and regular appearance of the quarterly was emphasized. Editor Frank L. Martin proposed that a full-time man be engaged as editor and publisher of the Quill. The sole function of this man, according to the proposal, would be the editing of the magazine, revising and modernizing subscription lists, securing advertising and publishing educational articles under executive supervision. The outcome of the suggestion resulted in approval by the delegates of the plan as far as practicable and the opening of negotiations with possible candidates for the position was authorized. It was pointed out by Treasurer Neff that a large increase of the present revenue of the fraternity would be necessary to meet the demands of the proposal.

A short informal session was held on Sunday morning, followed by a trip around the campus of the University of Michigan.

### NEWSPAPER WORK IN THE ORIENT AS SEEN BY AN AMERICAN (Continued from page 14)

depend on the most cordial and fraternal welcome from the Far Eastern native, no matter whether he be in Tokyo, in Shanghai, in Hongkong or Manila. It is not too much to say that by means of the traveling newspaper man, from the Orient to the West and from the West to the Orient, have many of the misunderstandings been lifted. And states over there express the hope that more Americans in the profession may come out that way each year.

### BUSY SEASON FOR CORNELL LAST YEAR

The Cornell chapter of Sigma Delta Chi was more active last year than any year in its history. The events scheduled by the chapter began with the convention for high school editors, which was attended by representatives of twenty-five schools. The Eastern Interscholastic Press Association, better known to its members as the E. I. P. A., was formed.

A service sheet, called the E. I. P. A. news was started, ably edited by Jack Fleming '22, and regularly forwarded to the members of the association.

Another of the activities of the year was a meeting held in honor of Judge Lee, chief counsel of the Associated Advertising Clubs of the World, which was productive of much fruitful discussion, to the great benefit of the local chapter.

Throughout the year, able talks were given by members of the chapter on topics interesting to journalists. The field was covered from the making of paper to the postal zoning laws governing the distribution of the finished product.

Dexter M. Keezer, a former newspaper man of Denver gave a highly interesting speech one evening on the newspaper life in that city.

But the culmination of the chapter's activities was the Delicate Brown Roast held in the Dutch Kitchen of the Ithaca Hotel May 8. Here were gathered the officials of the University, the athletic coaches, prominent professors, officials of student and other publications, and a selected group of seniors. Clever satires in playlet form were given and the third of the Cornell Sigma Delts' Delicate Brown dinners

proved in every way a success, although a funeral atmosphere, and the odor of formaldehyde kept evidence of approbation down to the proper solemn note.

This year, the Cornell chapter is planning a bigger high school editors' convention. A broad program is planned, and an effort will be made to equal the Delicate Brown Feast of last year, which brought much favorable mention in local Cornell circles.

### ILLINOIS CHAPTER ALUMNI ACTIVE IN JOURNALISM

J. A. Bell was elected president of the Illinois chapter of Sigma Delta Chi last spring to succeed G. V. Buchanan, last year's president who is now working as desk man on the New York American. Other officers elected last spring are L. F. Triggs, vice-president; Ben Kartman, secretary; and I. E. Showerman, treasurer.

The present active members of the chapter are J. A. Bell, T. P. Bourland, D. V. Felts, Wesley Izzard, Ben Kartman, Donald F. Lafuze, S. W. Pettigrew, and I. E. Showerman.

(Continued on next page)



## THE QUILL

A quarterly magazine, devoted exclusively to the interests of journalists engaged in professional work and of young men studying journalism in American colleges and universities.

Official publication of Sigma Delta Chi, national journalistic fraternity.

FRANK L. MARTIN, Editor.  
(Missouri Chapter of S. D. X., Assistants)

Editorial and business offices at Jay H. Neff Hall, University of Missouri, Columbia, Mo.

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APRIL, 1922

### To The Chapters

*Don't forget—the National Convention of Sigma Delta Chi meets at the home of the Kansas State Agricultural College Chapter, Manhattan, Kansas, on November 15, 16 and 17.*

*National conventions have been a big factor in the continuous progress of the fraternity. This year's convention, with important problems up for consideration, must not be an exception.*

*Consult and advise with your chapter delegates. The fraternity's future depends much on the interest, counsel and intelligent action of the individual chapter delegates. See that your delegates are alive on matters pertaining to the welfare of Sigma Delta Chi.*

*You will aid the fraternity by having your delegates able to give the convention and its officers ideas and suggestions. You will benefit by utilizing other ideas and suggestions brought back from the convention by your delegate. Every chapter should hold pre-convention meetings with delegates. Again—the dates are November 15, 16 and 17. The place, Manhattan, Kansas.*

### ILLINOIS CHAPTER ALUMNI ACTIVE IN JOURNALISM

(Continued from page 15)

Sigma Delta Chi helped entertain delegates from Illinois high schools to the high school journalistic conference at the University of Illinois last May. The members put out a special Sigma Delta Chi edition of The Daily Illini for the occasion, and in conjunction with Theta Sigma Phi entertained the representatives at dinner.

Three Sigma Delta Chi men, Bourland, Kartman, and Pettigrew, were elect-

ed to membership in Ma-wan-da, senior honorary society, in the spring pledging.

Of last year's graduates, W. D. Boutwell is editing and reorganizing a magazine for postmasters at Washington, D. C.; Paul H. Hubbard is working as desk man on the Illinois State Journal in Springfield; H. Martin Glenn is acting as filing editor for the Associated Press in Chicago; E. P. Leonard is on the editorial staff of System in Chicago; W. Lloyd White is connected with the Benton Review, Fowler, Ind.

H. M. Hodgson, secretary in 1920-21, is now acting as graduate managing editor of The Daily Illini. S. Dix Harwood, '16, is now head of the department of rhetoric and journalism at Lawrence College, Appleton, Wis.; Sampson Raphaelson, '17, is police headquarters reporter for the New York Times; C. B. Davis, '20, has returned to the University of Illinois as instructor in journalism; Ralph C. Peltz, '21, is editor of the Clinton Morning Journal, Clinton, Ill. He has taken his father's place on the paper. R. W. Richardds, '22, is assistant city editor of the Aurora Beacon News, Aurora, Ill.; S. D. Owen, '20, is city editor of the Huntington Adventurer, Huntington, W. Va.; R. A. Drysdal, '20, is assistant editor of the Illinois State Journal, Springfield; G. H. Carson, '21, is on the editorial staff of the New York Herald; H. G. Hullfish, '21, is instructor in psychology at Ohio State University; R. T. McQuinn, '21, is on the city desk of the Peoria Journal Transcript; and K. W. Clark, '21, is in the Senate press gallery for the United States Press at Washington.

Kartman, chapter secretary, is managing editor of The Daily Illini, the stu-

### Directory of Sigma Delta Chi Officers

**Honorary President:** Prof. F. W. Beckman, Iowa State College, Ames, Ia.  
**National President:** Kenneth C. Hogate, The Wall Street Journal, New York City.  
**First National Vice-President:** Prof. H. H. Herbert, University of Oklahoma, Norman, Okla.  
**Second National Vice-President:** Prof. N. J. Radder, Indiana University, Bloomington, Ind.  
**National Secretary:** T. Hawley Tapping, 521 E. Jefferson St., Ann Arbor, Mich.  
**National Treasurer:** Ward A. Neff, 836 Exchange ave., Union Stock Yards, Chicago, Ill.  
**Editor The Quill:** Prof. Frank L. Martin, University of Missouri, Columbia, Mo.  
**Executive Councilors:** Donald Clark, The Northwestern Banker, Des Moines, Ia.; Stacey Jones, Editorial Room, The Sun, New York City; Clayton, United Press, World Bldg., New York City.  
**Past National Presidents:** William M. Glenn, The Morning Sentinel, Orlando, Fla.; Laurence Sloan, 552 Riverside Drive, New York; S. H. Lewis, The Lyndon Tribune, Lyndon, Wash.; Roger Steffan, 78 27th St., Elmhurst, L. I., New York; Robert C. Lowry, 513 Slaughter Bldg., Dallas, Tex.; F. M. Church, The News, Cadillac, Mich.; Lee A. White, Detroit News, Detroit, Mich.

dent newspaper; Bell is chief editorial writer, Showerman is editorial writer, and Felts is column conductor on the same paper. Triggs is editor of the Siren, Illinois' humor magazine.

Bruce Ashby, last year's president of the Grinnell chapter, is now employed by the Department of Agriculture at Washington, D. C. as an editor of farm bureau news which is broadcasted by radio to more than 500 substations.

### Directory of the Chapter Secretaries

**Depauw**—Halford R. Houser, Delta Tau Delta, House, Greencastle, Indiana.  
**Kansas**—Unknown.  
**Michigan**—Paul Watzel, 1102 Oakland Ave., Ann Arbor, Mich.  
**Denver**—John L. Blake, 2924 Gilpin St., Denver, Colo.  
**\*Virginia**—Unknown.  
**\*Washington**—Unknown.  
**\*Purdue**—Unknown.  
**Ohio State**—Henry C. Segal, 174 E. Woodruff avenue, Columbus.  
**Wisconsin**—Charles J. Levin, 1105 University Ave., Madison, Wis.  
**Iowa**—Lynn A. Saylor, Daily Iowan, Iowa City, Ia.  
**\*Illinois**—Unknown.  
**Missouri**—C. C. Tucker, School of Journalism, Columbia, Mo.  
**Texas**—Carl Swartz, 2106 Nueces St., Austin, Tex.  
**Oregon**—Jay C. Allen, 1035 Ferry St., Eugene, Ore.  
**Oklahoma**—Prof. H. H. Herbert, School of Journalism, Norman, Okla.  
**Indiana**—Nelson P. Poynter, Phi Gamma Delta House, Bloomington, Ind.  
**Nebraska**—Jack Austin, 1620 R. St., Lincoln, Neb.  
**Iowa State**—Kenneth Marvin, Delta Upsilon House, Ames, Ia.  
**Stanford**—Shelly N. Pierce, 465 Hamilton Ave., Palo Alto, Calif.  
**Montana**—Alfred Schak, Sigma Phi Epsilon, Mont.  
**Louisiana**—Walter M. Schwam, Box E, Louisiana State University, Baton Rouge, La.  
**Kansas State**—V. R. Blackledge, 913 Osage, Manhattan.  
**Maine**—J. M. Horne, Phi Gamma Delta House, Orono, Me.  
**Beloit**—Richard Runyon, 740 Broad St., Beloit, Wis.  
**Minnesota**—Henry Niles, 4150 Blaisdell Ave., Minneapolis, Minn.  
**\*Miami**—Unknown.  
**Knox**—Emmett Butler, 160 W. South St., Galesburg, Ill.  
**Western Reserve**—Everett B. House, 2971 Litchfield Ave., Cleveland, O.  
**Grinnell**—Raymond Hare, Diggle Hall, Grinnell, Ia.  
**\*Pittsburg**—Unknown.  
**Columbia**—Lee Merriman, Columbia University, New York City.  
**Colorado**—Herbert Derries, 1300 Pennsylvania Ave., Boulder, Colo.  
**\*Cornell**—Unknown.  
**\*North Carolina**—Unknown.  
**Oregon State**—Verne McKinney, Delta Kappa house, Corvallis.  
**Marquette**—Guy L. Helms, 1115 Grand Ave., Milwaukee, Wis.  
**North Dakota**—Lelle Erhardt, 403 Almonte Ave., Grand Forks, N. D.  
**Northwestern**—Arthur R. Brown, Acacia House, Evanston, Ill.  
**Chicago**—Frank Thayer, 31 Lake St., Chicago, Ill.  
**Des Moines**—Donald H. Clark, 353 7th St., Des Moines, Ia.  
**Detroit**—James Devlin, Detroit News, Detroit, Mich.  
\*The names of secretaries for 1922-23 have not been reported to the national secretary or the editor of the Quill.

### OREGON STATE CHAPTER COMPILES SONG BOOK

The publication of an Oregon Agricultural College songbook is the plan of the Oregon State chapter as a part of its yearly program of the Oregon State chapter of Sigma Delta Chi.

The department of journalism under Brother Frank L. Snow is in new quarters this year in the new Commerce Building. The new home of journalism enables the department to expand and gives it much needed class rooms. Campus publications and the college press are brought into closer touch with the journalism department in that they have quarters on the same floor. John Richardson, '23, has been appointed student instructor in the department and is to fill the vacancy caused by the resignation of Homer Roberts, '23, editor of the college daily this year. Richardson was advertising manager of the Corvallis (Oregon) Gazette-Times during the summer vacation and Roberts was handling publicity work for the college during the summer.

The Oregon State Editorial Association met in its annual conclave at Corvallis and many Sigma Delta Chi members of the local chapter assisted the entertainment of the visiting editors. "The Type Louse", a pink sheet, was sponsored by men from the local chapter and was distributed to the editors while on the train for Newport by the Sea, where the editors indulged in various amusements.

Elmer Colwell, Oregon State, '23, was with the Portland (Oregon) Shipping News as an auditor during the vacation period.

To obtain a varied experience G. Allan Brown, Oregon State, '23, sold bonds for a Portland (Oregon) boarding house.

Publicity manager of a bank was the position filled by Raymond Graves, '23, Oregon State, during the vacation.

W. Verne McKinney, Oregon State, '23, was on the Portland (Oregon) Oregonian during the vacation period and was editor of the Summer Session News while attending the summer session at the college.

That the Oregon State chapter is active in campus affairs is evident. Last year's president of the student body, editor of the college daily, manager of the humorous publication, editor of the Beaver annual, besides many other offices were held by Sigma Delta Chi men. The chapter is represented this year by the editor of the college daily, editor of the Orange Owl, humorous publication, manager of the Owl, editor and assistant editor of the student directory, news editor and two day editors of the daily, and members of three of the most important student committees.

### WILL DIRECT CHAPTER WORK

Mort Goodwin, president; John A. Earhardt, vice-president; K. R. Marvin, secretary; and C. C. Schide, treasurer, will direct the chapter's activities throughout 1922-23 at Iowa State College. The active faculty and undergraduate members who will form the group are F. W. Beckman, Blair Converse, W. E. Drips, J. S. Dodds, J. W. Eichinger, H. E. Pride, E. R. McKee, E. N. Bressman, C. W. Beese, J. M. Storm, C. P. Streeter, F. M. Beck, G. A. Metzger, G. M. Sessions, R. W. Beckman, Marc A. Beuttell, J. W. Johnson, L. E. Clapp, C. E. Larson.

### MANAGING EDITOR GIVES HIS VIEWS ON DEFECTS IN REPORTING (Continued from page 10)

ing out less about their stories before turning them in. Failure to follow through in stories also is a prevalent weakness. This, too, is due in large part to the rush system. Reporters get a smattering of a story for one edition and then drop it just as they are getting really into it. If a story is worth handling at all it is worth going all the way. The cream is not always on top. In fact it more often is near the bottom. One thoroughly handled story is worth half a dozen incomplete ones.

Speed is responsible, too, for the rewrite system—a necessity on afternoon papers in these days. Reporters, for the most part, do not write their own stories, but telephone them in bit by bit to be assembled and written by rewrite men who cannot always get the viewpoint of the news gatherer. The natural tendency is for the reporter to feel his own responsibility less and to leave more to the skill of the rewrite man for the story as printed is a hybrid production at best. He does not feel in it the same pride that comes with seeing his own words in print.

#### Lack of Reading Evident.

Lack of reading and general information is evident. This is not a new defect, but it appears to be growing. A reporter should at least be familiar with everything that appears in his own paper, but there frequently is evidence that it is not read thoroughly. Reporters often overlook opportunities to score simply because they don't know what their own paper has printed. A reporter's reading should not stop with his own paper. Good literature should be constantly read. Readers, for the most part, still respond to the appeal of the things that interested their parents and grandparents and great grandparents. Stories that have lived through the years must have the

stuff in them or they could not have survived. Read them and find out what it is that has kept them alive and bring out similar things in your own stories. Thackeray did a good job of reporting when he wrote of Napoleon's funeral; DeMaupassant knew how to make a few colorful details illuminate a simple story so that it would stand out as a masterpiece as he did in "A Piece of String"; Caesar told what he saw in Gaul in good reporter style; Bret Harte made "Poker Flat" loom high in the memory of readers with homely description; O. Henry used good reporting sense in his stories and O. Henry's work takes hold.

Chester S. Lord points out that it is a reporter's business to know when people are telling him the truth and when they are lying. He must know facts. The reputation of his paper depends on his resistance to gullibility. To be safe in this respect he must know human nature, he must know current events and he must know past events. It is a big order. Too few reporters today are equipped to fill it.

Curing these defects is not so simple as diagnosing them. But the thing that suggests itself as the first step is a more general recognition by newspapers of the importance of the reporter and a fuller understanding of his problems. When this is brought about, young men will be content to remain reporters long enough to learn newspaper work from the ground up and readers, newspapers and reporters all will be the gainers.

### AMES MEN SPEND SUMMERS IN WRITING

Members of the Iowa State College chapter of Sigma Delta Chi have spent their summers in varied work. A number pursued different phases of the writing game. Robley Winfrey, one of last spring's graduates of this chapter, has returned to the school this fall to take a position as assistant bulletin editor in the engineering extension department, thus combining his journalistic tendencies with his technical education.

Working with the publicity department of the National Dairy Association, Mort Goodwin, president of the local chapter, gained valuable writing experience. He has been working out of St. Paul, his duties requiring much travelling. He returned to St. Paul October 5 to attend the National Dairy Show.

C. C. Schide reported for the Des Moines Capital, taking several "beats" including the police courts.

H. E. Pride is still leading the Memorial Union campaign and is now taking a trip through the state for the purpose of boosting the memorial campaign.



## RECENT NEWS OF THE BREADWINNERS

Fred E. Tarman, charter member of the Oklahoma chapter, early in October purchased a third interest in the Norman (Okla.) Transcript and assumed the editorship of the paper. Since 1920, when he resigned as assistant professor of journalism in the University of Oklahoma, he had been in charge of publicity and public relations for the North American Oil and Refining Corporation in Oklahoma City.

Eugene D. McMahon (Oklahoma, '15), is now trustee of the Sterling Royalty Syndicate, Fort Worth, Tex., which holds large acreage in the oil fields of Kosse and Mexia, Tex., and El Dorado, Ark.

Willard H. Campbell (Oklahoma), who has been engaged in advertising in Norman, Okla., is now assistant sales promotion manager for the Schuneman & Evans department store in St. Paul, Minn. For several weeks prior to his leaving for St. Paul he was acting editor of the Norman Transcript, in addition to his work as advertising manager for a department store in Norman.

Fayette Copeland, Jr., (Oklahoma), was acting instructor in the school of journalism of the University of Oklahoma during the summer session. He has now resumed his work as publicity manager for the community institutes of the extension division of the university.

Ned Shepler (Oklahoma, '19), and Mrs. May B. Terwilliger, Evanston, Ill., were married in Oklahoma City, September 4. Shepler is editor of the Lawton (Okla.) Constitution.

Francis R. Welsh (Oklahoma, '20), was married early in September to Miss Lena Brown of Shreveport, La. They are living in Oklahoma City, where Welsh is investment agent for the Oklahoma City Building and Loan Association.

Daniel M. Delaney (Oklahoma, '22), is a reporter on the Muskogee (Okla.) Daily Phoenix.

George B. Parker (Oklahoma honorary), is now editor-in-chief of the southwest group of Scripps-McRae papers, including the Houston Press, Dallas Dispatch, Fort Worth Press, Memphis Press and Oklahoma City News. Until early in October he was editor of the Cleveland Press, largest of the

Scripps-McRae league of newspapers. For the present his headquarters are in Houston.

Dorrance D. Roderick (Oklahoma, '22), who spent the summer doing relief work in the Oklahoma City bureau of the Associated Press, resigned in August to become representative of the Southwestern Engraving Company, Fort Worth, Tex., in the Kansas territory, with headquarters in Wichita. In August Roderick was married to Miss Olga Burnett of Norman, Okla.

Hutton Bellah (Oklahoma, '23) was married June 21 in Dallas, Tex., to Miss Lillian Neeley of Dallas. They now live in Norman, where Bellah is publicity director for the University of Oklahoma.

Peter Vischer '19, is on the staff of the New York World. He was on the copy desk, which he occupied successively and successfully on the Evening Post and the Herald.

Ernest Zadig '23, is writing sport news for the Brooklyn Daily Eagle, particularly tennis news, and reported the Davis Cup, East and West, and National Championship matches.

J. E. Fleming, president of the local chapter of Sigma Delta Chi in 1921-22, has a reportorial position on the Springfield (Mass.) Union, where he has covered good assignments.

Harrington Wimberly (Oklahoma, '23), spent the summer as editor of the Hagerman (N. M.) Messenger, a weekly paper of the Pecos Valley. He is now enrolled in the University of Oklahoma school of journalism.

Joe W. Hicks (Oklahoma, '23), put in the larger part of the summer as state editor of the Oklahoma News, Oklahoma City, Okla. He is now correspondent in Norman, Okla., for the News.

W. K. Wing '23, president of the Cornell chapter, edited a radio journal for the three ships of the Great Lakes Transit Corporation last summer. The journal proved a success, containing baseball scores and abbreviated A. P. news items.

The Wanderlust has attacked a number of the members of the Cornell chapter.

A. W. Willcox '22 is in England, attending Cambridge after a walking tour through the Lake Country; H. B. Roemer '22 has been all over Europe, not excluding Turkey and Russia; H. B. Cushman '22, and A. D. White '21, are motor-ing from coast to coast, and were in Seattle when last heard from; Louis Zehner '22, is also working his way over the continent, but chose a more southern route; G. S. Dunham '22, is prospecting for oil in Oklahoma.

Jess W. Hoke (Oklahoma, '22), has assumed active charge of the Stillwater (Okla.) Advance-Democrat, a weekly paper in which he purchased an interest last year, while still a student in the Oklahoma school of journalism.

Buff B. Burtis (Oklahoma, '24), was assistant advertising manager of the Muskogee (Okla.) Times-Democrat during the past summer.

Vinson Lackey (Oklahoma, '22), is now engaged in teaching journalism in the high school in Frederick, Okla.

Guy P. Webb (Oklahoma, '24), worked during the summer months as Ardmore correspondent of the Wilson (Okla.) Good Roads Gazette.

Arthur Hallam (Wisconsin, '14), was appointed in September as instructor in journalism in the University of Oklahoma. Hallam was engaged in advertising in St. Paul and Minneapolis from 1916 to 1922. He will teach advertising and printing cost-finding in the Oklahoma school.

Frank E. Mullen (Iowa State) former president of Sigma Delta Chi, associate editor of the Iowa State Student and a contributor to the Iowa Agriculturist, is working on the Sioux City Journal in charge of the recently established farm page.

P. A. Potter (Iowa State), former editor of the Iowa State Student, who completed his work in March, and received his degree in June is now associate editor of The Orange Judd Farmer.

Walter J. Hunt (Iowa State), former editor of the Iowa Agriculturist, who received his degree in June has taken charge of the farm page of the Waterloo Courier, formerly edited by Harry Burlovich, of this chapter, who now is edi-

tor and manager of the Milk Magazine at Waterloo.

Fred Ferguson (Iowa State), former editor of the Iowa Agriculturist, business manager of the Green Gander, and otherwise identified with campus journalism for three years, is now handling publicity for the Iowa Dairy Association with headquarters in Waterloo.

B. A. LaDoux (Iowa State), a regular contributor to the Iowa Agriculturist for two years, is now working on publicity for the James Manufacturing Co.

### CHAPTER ACTIVITIES REVIEWED BY THE NATIONAL SECRETARY (Continued from page 3)

member is certain of his journalistic intentions. In the universities where the schools of journalism exert their influence, earlier pledging is possible and inductive to healthy growth and strength of the chapter. The college chapters are doing good work in campaigning for more firmly established and emphasized schools of journalism. Particularly is this true in Denver.

There still remains a tendency in a few chapters to permit the impression to exist on the campus that Sigma Delta Chi is an honorary fraternity. With members of the fraternity in control of publicity the blame for this false impression rests absolutely upon the chapter and means must be taken immediately toward correction.

One of the chief activities of the national secretary at the present time has to do with the checking and verification of chapter records. In the course of the correspondence on this matter the astounding situation has developed that not more than half a dozen, if that many, chapters have an accurate record of their members and their chapter numbers. Here again carelessness and indolence of chapter officers is to blame, emphasizing again the necessity of a knowledge of real responsibility on the part of the officers before the fraternity can hope to function successfully.

The national secretary is planning to bring to the Manhattan convention as much of his office records as is possible in order to give to the chapters an opportunity to check up on their relations with the national organization. In this way it is to be hoped that a big step forward will be possible in the matter of better co-operation between the various functions of the fraternity.

### PLANS BEING MADE FOR SECOND ANNUAL GRIDIRON BANQUET AT MISSOURI

The first annual Gridiron banquet given by Missouri chapter of Sigma Delta Chi in Columbia last year, in fact the first such banquet ever given in this city, was pronounced by those who attended as one of the most enjoyable gatherings of its kind ever given here.

The event was styled after the Washington affair, which is an annual one and which is attended by statesmen, newspaper men and prominent figures in the capital city. Not on so large a scale, of course, as the gathering at Washington.

Approximately 250 persons attended, including the members of the active chapter. Invitations were issued to representative male members of the University faculty, Columbia business men, and students in the various departments of the institution.

Appropriate stunts were planned in advance and regular rehearsals were held by the chapter members. For example, Col. W. E. Persons, commandant of the R. O. T. C., was depicted by one of the members riding into camp upon a wooden horse carrying a tin sword. When Col. Persons was called upon to address the audience he reciprocated by relating some of his experiences with members of this chapter.

"One man," he said, "told me that he had no time to drill, for he was writing for the New York Times, the London Star and several other metropolitan dailies, which consumed all of his spare time."

The manager of the hotel in which the banquet was given was a guest. Shortly he was called to the front and told that the waiter would bring him the regular dinner served at his establishment. The waiter then brought the plate which contained a good sized bone, one pea and a spoonful of mashed potatoes.

So much for last year's banquet. Plans for this year's affair are already taking shape and judging from them the second annual banquet will be given on a much more extensive scale than was the initial affair.

The banquet will probably be held before Christmas instead of after the first of the year as was the case last year. This may be explained by the fact that a number of the active members of the Missouri chapter will be graduated at the end of the first term.

To relate the plans at this time would be to steal the toastmaster's thunder on the festive night. Suffice it to say, however, that the annual event will be well worth attending.

### M. U. CHAPTER MEMBERS RECEIVE CLASS OFFICIALS

Missouri chapter of Sigma Delta Chi has been unusually successful thus far this year in journalism activities, the most signal success being the election of several members to class offices.

Sam Holland received a comfortable majority over his opponent for all-department president of the School of Journalism, while Nelson Reilly, recently initiated, was elected president of the pre-journalist class. Aside from these two primary offices, members of this chapter were chosen as secretary and treasurer.

Concerning chapter officers, Gerald Perry has been at the helm for the past year and has been an active booster of chapter affairs. It was during his administration that the first annual gridiron banquet was held last winter. The vice-presidency is filled by Tom Parry, while C. C. Tucker is secretary-treasurer of the organization.

Shortly after the opening of the fall term at the University of Missouri, ten new journalists were pledged to Sigma Delta Chi. They have been initiated only recently.

Speaking of initiation, an entirely new stunt was incorporated in this fall's formalities. The neophytes, on the day of initiation, dressed as newsboys and sold papers to pedestrians throughout the day. This not only created in the pledges an added interest in the organization, but attracted the attention of practically the entire university to the fraternity.

Plans for the entertainment of Sigma Delta Chi members and visiting newspaper men who will be here for the Homecoming game with Kansas on Turkey Day are already being formulated by the active chapter. It is the intention of the chapter to put out a special paper and distribute it to those attending the alumni banquet on the night preceding the annual Valley contest.

### NINE NEW MEMBERS OF IOWA STATE CHAPTER

Iowa State chapter of Sigma Delta Chi initiated nine new men into the chapter Wednesday, May 19. The names of the initiates are R. W. Beckman, son of the honorary president of the National organization; M. A. Buettell, L. E. Clapp, J. W. Johnson, B. A. LaDoux, C. E. Larson, G. A. Metzger, F. M. Reck, and G. M. Sessions.

Secretary of Agriculture H. C. Wallace who delivered the commencement address at Iowa State last spring, and Dr. I. B. Shreckengast, president of Nebraska Wesleyan University, who gave the baccalaureate sermon, were guests of the local chapter at a luncheon.



## MR. LOWELL THOMAS

### WHAT HE HAS ACHIEVED

(The following article on Lowell Thomas, a member of the Denver chapter of Sigma Delta Chi, is reprinted from *The Times of India, Bombay*, December 2, 1921.)

To have addressed audiences totalling more than two million people in two years is perhaps a record which has rarely, if ever, been equalled in the history of the platform. But this is what has been achieved by Mr. Lowell Thomas, the American world-traveller, writer and lecturer who has gained fame wherever the English language is spoken with his celebrated "Travelogue" known as "With Allenby in Palestine and Lawrence in Arabia." Mr. Lowell Thomas arrived today enroute to London. He is nearing the completion of his two-year speaking tour of the world with his epoch-making American tribute to British valour. He sails from India with the satisfaction of knowing that he has broken all records for attendance in the history of Bombay, Calcutta, Madras, Rangoon and Singapore. Companies touring the East always have found it necessary to change programme every night, but Mr. Lowell Thomas has drawn packed houses for periods of from one to three weeks in the above cities with his one travelogue. Few productions ever presented in this part of the world have had so wide an appeal as this Palestine-Arabian illustrated travel-talk delivered by the eloquent young American who served with Allenby and Lawrence.

Before coming to India a year ago Mr. Lowell Thomas created a sensation both in America and in England. After a three-months' season at the largest theatre in New York, at the invitation of the English Speaking Union of which Lord Reading was then active head, he went to London. He appeared at Covent Garden Royal Opera House and Royal Albert Hall for six months, delivering his travelogue twice daily to vast audiences. His season there was under the management of Percy Burton, former manager for Sir Henry Irving. At the end of his tour of the British Isles, Lowell Thomas received a cable from the Prime Minister of Australia, asking him to tour New Zealand and Australia as the guest of the Commonwealth Government. Upon his opening night in Melbourne the Prime Minister and Cabinet gave a banquet in his honour after which he had the unique privilege of delivering his travelogue in the Federal Building before the assem-

bled members of both Houses of the Australian Parliament. Mr. Thomas stopped off for a short tour of India on his way back to England from Australia, but he became so interested in this part of the world that his tour has lengthened out a almost a year.

He is the first famous American since the inimitable "Mark" who has undertaken a speaking tour of such ambitious proportions. But his success has been far greater even than was the success of his illustrious fellow-countryman. This has no doubt been due in a great measure to the fact that Mr. Lowell Thomas has created an entirely new form of entertainment which is a unique combination both of the motion picture screen and the speaking stage. It is called a "travelogue" because it is neither a lecture nor a cinema show. Mr. Thomas carries with him two tons of special projection equipment and a projection engineer, Mr. Harry A. Chase, who is nothing less than a wizard. The manner in which Mr. Lowell Thomas and Mr. Chase work together is uncanny. Both picture and story synchronize as though it were done by magic.

Mr. Lowell Thomas' theme is a tremendous one, and his travelogue is the most vivid and dramatic reproduction of a great modern campaign that has ever been presented. It is illustrated by exquisite and unique pictures, many in gorgeous colours. It is doubtful whether any man will, during the present generation, produce anything even comparable with "Allenby in Palestine and Lawrence in Arabia" which has thrilled the whole British Empire and America as well.

This is the first world-famous theatrical production ever presented here in the East identically the same in every respect, personnel included, as when originally produced in London.

At the same time that he has been presenting "With Allenby in Palestine" in India, Burma and Malaya, he has been directing his staff of cinematographers in the preparation of a new travelogue on the manners and customs of the peoples, the industries and commercial achievements, and the historic and scenic points of interest in this part of Asia. He is now on his way back to present this new production in the British Isles and America. In order that he might have every possible facility, the Governments of the above countries have been co-operating with Mr. Lowell Thomas, by

placing river steamers, elephants, and special trains at his disposal. If this brilliant American tells as many people about what he has seen in his travels through British Asia, as have listened to his vivid travel-talk on the Palestine and Arabian campaigns, he will have done work of incalculable value. In the main, this American observer is enthusiastic in his praise of what the British people have accomplished in India, Burma and Malaya.

It would be difficult to overestimate the value and importance of what Mr. Lowell Thomas has done for the British Empire with his travelogue "With Allenby in Palestine and Lawrence in Arabia." We only hope that his new travelogue on India, Burma and Malaya will be half as interesting as "With Allenby in Palestine," which in reviewing last January we declared to be "more impressive than anything of its kind that we ever had the good fortune to see and hear at any time and in any country."

#### PROF. BECKMAN GIVES ADDRESS

Prof. F. W. Beckman, head of the agricultural journalism department at Iowa State College, national honorary president of Sigma Delta Chi, was one of the principal speakers at the third annual convention of the Tri-State Editorial association held in Sioux City during the week of September 18. In his address, the subject of which was "Duties and Opportunities", Professor Beckman emphasized the position occupied by the country newspaper in molding public opinion, and referred to the rural press as "the stronghold of the nation". He laid stress on the necessity of Christian ideals as motive forces in conducting a newspaper enterprise. More than two hundred editors from Iowa, South Dakota and Nebraska attended the convention and visited the Interstate fair which was in progress there at that time.

Joseph G. Walleser, vice-president of the Grinnell chapter, sailed October 19 from New York for a year's leave of absence as professor of English of the Grinnell faculty. Professor Walleser plans to spend some time in his old alma mater at Oxford where he studied as a Rhodes Scholar from 1904 till 1907. The purpose of his trip is to prepare for writing and also to get in touch with publishers to whom he can send the work turned out by his students.